PRESERVED

App. F. IX-4

*Previous References*

193 5-6 ( Itc )

File No. 278-35

Serial Nos. 6 & 8, 10

*Later References*

Itc 278-35 (11-12)

Itc 305-36 (1-3)

# GENERAL AND REVENUE SECRETARIAT.

*Serial Nos.* four

Part B for

## SUBJECT.

Formation of a motion picture Company in Mysore state

D 7744 Dt. 11-6-36

to Wilford Deming Esq.

American Express Bombay

States that it is not possible for Government to Comply with his reque

GENERAL AND REVENUE SECRETARIAT.

( Ptc )

NOTES.

File No.

FILE HEADING.

Establishment of Motion Pictures Studio.

FROM

No. ---- Dated ---- Received ----

| Diary No. 5963 | Enclos. | Spare copies | Serial No. |
|---|---|---|---|

BRIEF ABSTRACT OF LETTER

D.O letter dy 4.6.936 from Mr. Wilford Deming Jr, forwarding, with reference to letter dy 31.5.36, a draft prospectus in regard to the proposed scheme of starting Madras Pictures Studio in the State

May O

NOTES AND ORDERS.

Submitted with the previous papers, for orders.

Ag
11/6/36

DW Key) 12.6.36

2) The letter from Dr. Deming is submitted. Replies from Sir Billimoria & Sir Lallubhai have been submitted separately

3 Dr Deming has again given Notice

4692
1/11

NOTES—First Sheet.

WD 02552—GPB—5,000—10-7-30

Establishment of Motion Picture Studio
- Scheme of Mr Deming

5963

1/4 File No. of 193 .

General and Revenue Secretariat

...unfortunately and he wants the ...
...Govt of Mysore to advance Rs 10,000 ...
...even for preliminary expenses ...
4. What he writes about ...
the attitude of the Bombay financiers ...
does not show that he has secured ...
requisite support ...
5. We may perhaps tell ...
him that the Govt of Mysore will ...
consider his proposition if complete ...
details are furnished and genuine ...
support secured ...
Second Member ...
Dewan ...

OFFICE OF THE SECOND MEMBER OF COUNCIL. 12 JUNE 1936 No 9684

12.6.36

12.6.36

6) According to these proposals, the patronage of His Highness the Maharaja and the co-operation of the Government of Mysore are to be put forward among other arguments to reassure the investing public about the soundness of the scheme. Besides nominating the Directors, the Government would appoint Auditors, Bankers and Solicitors for the Company. They would be understood to share the expectation that a dividend of more than 10 per cent would be realised. Towards the costs of promotion, the immediate payment of Rs.15,000 is asked for. Mr. Deming, as Managing Director on a 30-year contract, is to be paid a salary of Rs.1,000 from the date of registering the Company, rising to Rs.5,000 when a dividend

Establishment of a Western Picture Studio 9-684



Serial No.

is declared.

DEWAN'S OFFICE
15 JUNE 1936
No. 7690

7) As Mr. Deming admits, business men in Bombay hesitated to participate in the scheme on the ground that it would savour of association with undesirable characters. Even if the scruples of these gentlemen are finally satisfied, it is still a point for consideration whether the Government can lend its support to the enterprise and allow their name to be used as being among its chief promoters.

8) I would suggest a reply being sent to Mr.Deming that seeing that the scheme has received as yet no adequate support from business men, it is premature for the Government to consider to what extent, if at all, they could ~~come in to~~ help its promotion and that in any event, it is not possible to comply with the request for the payment of Rs.15,000 in advance towards preliminary expenses.

Recd 13/6/36.

Dewan 15.6.36 13/6/36

(9) Ms 15-6-36 15.6.36 16/6/36

TYPING SECTION
18. JUN. 1936
GENL. & REV. SECTT.

(10) Draft reply submd 17/6/36

11) For approval. 17/6/36.

WD 03594—GPB—30,000—18-7-35

NOTE—Contn Sheet:- 423 17/6

Dev: Sec'y

12) Issue 17.6.36. 18/6/36

6207 (5) Film. Imports

R.L.C. File No. 278 of 1935.

General and Revenue Secretariat

Letter No. D. 7744 & 22-6-36 To. Wilford. 7
Deming Esq. Cp. American Express. Bombay
States there it is not possible for Govt
to comply with his request.

... Letter dy. 18/6/36 Fm. Mr. 8
... W. Ford Deming. Forwards
Correspondence between himself & Mr.
Chivers for information & requests return
of original ... ~~for Mr. Ford~~ Sub: The originals
(13) Sent will be returned, as requested
by 24/6/36 ~~for~~ for orders.
25/6

25/6/36

Ser: Secy) (14) MW 25.6.36.

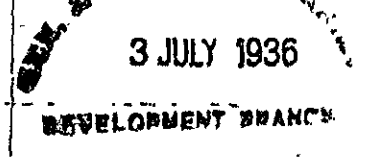
cm 77
25/6

15) Draft sent
1/7/36

Issued
by:
1.7.36

Letter No. D. 26 & 2-7-36. To. Wilford Deming Esq. 10
Returns the two letters received on 18.6.36

13
3.7.



11 JUNE 1936

WILFORD DEMING JR.
C/o MAREICAN EXPRESS
BOMBAY.
4 June, 1936.

Dear Mr. Venkatanaranappa:-

Thank you very much for your letter of the 31st May. I am most appreciative of your Government's consideration of my project, and you may be assured that on my part, I shall make every effort to give you an industry of which we may all be proud.

Attached hereto you will find the draft prospectus, and incorporated therein will be found complete details of the basic organization, and the expected profits. Based on a yearly Indian market production of approximately twenty pictures, the monthly operating expense, in which personnel salaries form a major part, will reach nearly Rs40,000/. This will mean that our A class pictures will carry a pro-rata charge of approximately Rs34,000/, our B class a charge of Rs25,000/ and our C class about Rs17,000/. Film costs and other special production charges will be added to these figures, bring total picture costs to the estimates shown in the prospectus. In today's market it will be possible to arrange release advances that will approximate Rs60,000/ payable against delivery of prints, so that following initial expenses, operations are carried out on these advance funds.

While the issued capital is fixed at Rs25 lacs, it is not felt at this time, unless there is a major expansion in the international markets, that we shall ever call funds above the one half provided by application and allotment monies. Of this expected Rs12½ lacs, about Rs5 lacs will be spent on studio buildings and equipment, a large portion going to Bangalore engineering and constructing companys. The balance of Rs7½ lacs will constitute the revolving production fund, and as reserves are built up, may be retired as desired by the directors.

Associates with whom I have arranged financing details assure me of the company's flotation in quick time. A majority of the capital is expected from Sardars, Chiefs and Rajas of the United Provinces and the Deccan, through very excellent contacts arranged.

The attention of your Government is directed to the fact that the writer was one of the first American broadcast engineers, having been originally commissioned by the United States Navy as an outstanding radio engineer. It is my plan to install a powerful short and medium wave station in connection with the studio, if this meets with the approval of your Government. The entire cost of this station will be borne by the studio, and its facilities shall be available without cost to the Mysore Government. This shall be inserted as a part of our memorandum of association.

The following is requested of your Government in the event that the attached information meets with the approval of the Durbar:

Sufficient land to be granted for studio purposes, with available public services such as water and electric power. It is hoped that special and favourable power rates will be granted, for the studio requirements are rather high, running to figures of from one to three hundred kilowatts during actual shooting on three stages.

An advance toward preliminary expenses of Rs15,000/. From present information available, it is possible that our entire issue may be floated with an expenditure of less than Rs5,000/. The State shall receive either preference or ordinary shares, as desired, in the amount of this advance.

An agreement between the State and the Company granting the company the exclusive use of State facilities in protection against competition from without the State.

Any consideration by the State toward a material investment in the company shall be left for a future decision based purely on economic factors.

In frankness, your attention must be directed to the fact that even though a very formidable name support has been obtained for this company, little actual financial assistance is expected from this important body of men. It must be remembered that this industry bears such a bad reputation here in Bombay, that the mere mention of a directorship involving active participation in company affairs, brought to these prominent men a picture of an association with prostitutes and their like. It was only with the greatest difficulty, and after assuring them of the definite plans for our company along strictly business lines, that I was able to align a supporting board of so many men high in civic and commercial life.

Again let me express my appreciation of your consideration in this matter. Due to the fact that, under the name of Associated Pictures, the incorporation of this company was planned for Bombay, and as I advised you, the formation was only delayed due to the death of Mr. Jaffarbhoy Lalljee, your immediate attention and decision is requested, and a wire concerning this action will be appreciated.

Sincerely,

WILFORD DEMING JR.

PRIVATE AND CONFIDENTIAL

Pre-Organization Prospectus for the consideration of prospective Directors only.

3

The subscription list is open and will be closed on or before _____ 1936.

# M Y S O R E  P I C T U R E S LTD.

(Incorporated under the Mysore Companies Act of 19__)

AUTHORIZED CAPITAL RS 50,00,000/

Divided into 100,000 shares of Rs50/ each with power to the Directors from time to time at their sole discretion to issue preference shares of the face value not exceeding Rs 10 lacs and to issue in the same manner the balance from time to time as ordinary shares.

ISSUED CAPITAL RS 25,00,000/

Divided into 6000 6 percent Cumulative Participating Preference shares of Rs50/ each and 44,000 ordinary shares of Rs50/ each, to be paid as under:-

Rupees 10 per share on application
Rupees 15 per share on allotment.

The remaining amount may be called up in such sums and at such intervals as the directors may fix. However, call intervals shall not be less than three months apart.

The Cumulative Participating Preference shares are entitled to be paid a fixed cumulative preference dividend at the rate of 6 percent per annum on the capital for the time being paid up or credited as paid up on the said preference shares. Out of the surplus profits available for distribution in any one year after paying the dividend to the preference shares, the ordinary shares shall be paid a dividend at the rate of 10 percent (free of income tax) on the capital for the time being paid or credited as paid on the ordinary shares. Any balance of profits available for distribution in any one year after paying to the preference and ordinary shares dividends as aforesaid, shall be divided pro-rata amongst all of the share holders of both classes, according to the capital paid up or credited as paid up on each of them.

The said preference shares shall confer the right in the winding up of or sale of the company's assets, to payment to the capital in priority to all other shares, but shall not confer any further rights to participate in the profits or assets.

The right of voting at general meetings is one vote for every share, whether preference or ordinary.

REGISTERED OFFICE

AUDITORS

BANKERS

SOLICITORS

(All to be appointed upon recommendation of Govt. of Mysore.)

The preliminary expenses will not exceed Rs25,000/, and to these expenses, the Government of Mysore State grants the company the sum of Rs15,000/, receiving therefore, shares to this amount.

Brokerage at the rate of 2% on the value of the shares allotted, will be paid in respect of all applications accepted by the company bearing the stamp of any broker.

The directors will be entitled to pay a commission not exceeding 5% of the value of shares applied for and allotted to any person in consideration of his subscribing or agreeing to subscribe, whether absolutely or conditionally, for any shares in the company or procuring or agreeing to procure subscriptions, whether absolute or conditional, for any such shares of the company. Such commission may be an underwriting commission, not exceeding 5% on the values of the shares applied for and allotted.

Until otherwise determined by a general meeting, the number of directors shall not be less than five nor more than fifteen. The qualification of a director shall be holding in his own right, shares to the nominal value of Rs100/.

The quorum necessary at any meeting of the board of directors shall be five, unless otherwise fixed by the said directors.

The articles of association provide: (a) for the payment to a director of a sum not exceeding Rs50/ for every meeting of the board attended by him, as shall from time to time be fixed by the directors. (b) for the payment to a director of a fixed sum or by a percentage of profits or otherwise, as may be determined by the board of directors for extra services rendered or for any exertion in going, or residing abroad for any of the purposes of the company, and also (c) for payment to a director who is a bona-fide resident out of Mysore, a fair compensation for his travelling expenses for attendance at meetings and such payment may be in addition to or in substitution of any remuneration provided for to a director under the other articles.

Applications for the shares shall be submitted at the registered office of the company, at any of the company's business offices, or at any office of the company's bankers, along with the application monies either in cash or by a cheque or with a receipt of the company's bankers or agents showing payment of such amounts.

Where no allotment is made, the deposit will be refunded in full, and where the number of shares allotted is less than the number of shares applied for, the balance will be applied towards the allotments money due on shares allotted, and the remaining amount, if any, will be refunded.

The company has been formed for the purposes generally set out in the memorandum of association, and particularly for the purpose of undertaking the production and exploitation in Indian domestic and world international film markets, of motion pictures of various types, including entertainments, educational, news and topical and advertising.

By frankly taking advantage of the demoralized conditions prevalent in the Indian film industry today, and operating on modern precepts of economic and efficient commercial practices, and taking full advantage of all new operating methods of this industry, it is definitely anticipated that this company will assume and maintain a predominating and commanding position in the film industry of India, and in addition will enter as a powerful factor in world motion picture markets. It is planned that this company will be equipped in machinery and properties, manned by highly trained personnel, in every way comparable to the studios and executive staffs of competitive organizations in Hollywood and Europe. Standards of picture product will be maintained in every way comparable to the high quality levels of Hollywood, and no variations from these standards shall be tolerated.

It is an obvious fact that only through production by continuously operating multiple units, each in itself a separate operating company, may ~~XX~~ a reasonable return on the investment necessary to produce modern motion pictures be made. Hollywood has turned exclusively to this method of organization, and the facilities of this company will permit the simultaneous operation of from three to five producing units. Adequate provision in the financing is being made for production funds, and this company shall follow the lesson learned by Hollywood that the greatest efficiency and financial safety is obtained through the divorcing of production from finance.

The company shall operate under the complete control of the board of directors through an executive responsible to the board for all picture production, sale and distribution; and a financial executive responsible to the board in all financial matters. It shall be the duty of this financial executive to approve or disapprove of any expenditures of any nature whatsoever, which he may consider expedient for the operation of the company, and all income from picture releases and/or sales, and from other business contracted by the company shall be applied in accordance with his advice. The company shall operate on a pre-determined general budget approved by the

directors, and each picture scheduled for production will be carefully budgetted in the greatest detail by the associate producer concerned, and submitted to the production and financial executives, for approval or modification, following which the financial executive shall assign to the unit concerned, a manager who shall directly expend all production funds, accounting therefore to the financial office. Any excessive budget variations shall be the cause for immediate action by the production and financial offices, and where personnel responsibilities are fixed, replacements will follow.

It is an unfortunate fact that, with few outstanding exceptions, moral conditions today are extremely questionable in the Indian Film Industry. The officers of this company realize that the executive structure that participates in or permits moral laxness, destroys itself, and they are determined that the operating of this company shall be above question in this regard.

The predominant position expected for this company is to a great extent assured by the patronage Hf His Highness the Maharaja of Mysore, and the enthusiastic co-operation of his Government. It may be said that the Government of Mysore State is composed of an outstanding group of executives of the highest calibre, and their interest and assistance in this project is of an inestimable value. Production facilities exclusively available to this company within the State, of a value impossible to duplicate in any other part of India, include the forts, palaces, gardens, armies, horses and elephants of an ancient yet modern empire. Climatically Mysore State offers conditions favourable from the standpoints of both production and health. Emphasis must be placed upon the good fortune of the company in securing the patronage of His Highness and his Government.

The company is extremely fortunate and ~~XXXXXX~~ its success assured through the securing of the services of Mr. Wilford Deming Jr., as Managing Director, and may look forward to responsible management under his control. Mr. Deming has been connected with the Hollywood motion picture industry since 1923, as an engineer and production executive, and in India has produced or been associated in the production of eight major Indian features, including India's first talking picture. One of India's leading film periodicals, "Varities" in its issue of 21 November, 1931, stated in its editorial, "..... India, so far as the motion picture industry is concerned, will remember the name of Wilford Deming after he has completed his business in this country and returns to his own bright Hollywood..... The name of Wilford Deming will most assuredly be written up in letters of gold on every studio door." Mr. Deming brings to this country an invaluable and broad knowledge of all modern production methods, practices and administration, and is thoroughly competent to guide every phase of this company's operations to a profitable future.

Plans for this project call for the expenditure of approximately Rs 5 lacs on studio buildings, properties and equipment, and when completed, the facilities of this studio will be in every way comparable with the finest abroad, with no modern technical detail overlooked.

It is intended that the company shall produce each year, at least twenty major Indian films, divided into three budget classes, A, B and C, with the latter classification designed for dual picture releases. In addition it is planned that, under the direct supervision of Mr. Deming, at least two pictures each year shall be produced for the world international markets. When financially advisable, American and European directors and artists will be invited for these international productions. These pictures shall always be on subjects of which India may be nationally proud. India, with her wealth of tradition, magnificence and her ancient and modern splendour, has yet to be presented to the world in her full beauty.

When conditions point toward the financial success of news, topical, educational, publicity, advertising or other commercial or non-commercial motion pictures, the company shall divert efforts towards the production and sale of these products.

The managing director has prepared certain formation details allowing a minimum of delay in the actual commencement of operations following the providing of finances through the sale of the company's shares. These details include the plans for the erection of the studio properties and the installation of equipment, selection of attractive stories, engagement of capable artists and qualified and experienced technicians, and negotiations in connection with the exploitation and distribution of the company's picture product.

The managing director has also made preliminary financial preparations that give promise of a rapid subscription of the company shares to be issued. An entirely new method of presentation to the nation's financiers has been outlined, for which complete success is anticipated.

It is confidently expected that from Indian productions alone, the company will pay yearly dividends on all classes of shares well in excess of 10 percent of the paid up capital, and it is pointed out that the profit from one successful international picture normally exceeds the income from ten domestic pictures. The ultra-conservative estimate of a ten percent dividend on the paid up capital is based on a profit of but Rs6,250/ per Indian picture (Paid up capital based on Rs12,50,000/, ie: Rs10 on application and Rs15 on allotment, share par value Rs50/- for 20 pictures.) This profit figure is many times exceeded in today's market by poor product, and it is interesting to note that popular pictures in the present market are being sold outright for in excess of Rs1,50,000/. Budget plans for the company will carry limits within three classes, that is, A class pictures will carry top budgets running from Rs70,000/ to Rs 1 lac; and six to eight of these pictures will be made each year. B class pictures will carry top budgets of approximately Rs60,000/, and C class product will be produced under Rs40,000/. International release pictures may carry budgets as high as Rs3 lacs, but these pictures will be sold in advance of production in most instances, guaranteeing cost. Pictures in this classification may be expected to return profits of from Rs2 lacs to Rs5 lacs.

While the majority of company employees shall be Mysore State citizens, and other Indian nationals, to insure the technical perfection of the company's product during the initial operating stages, several highly trained specialists shall be brought from Hollywood to fill supervisory key positions.

In addition to underwriting and brokerage commission contracts, the company shall enter into a thirty year agreement securing the services of Wilford Deming as managing director, and his compensation shall be fixed at Rs1000/ per month beginning with the registration of the company, and until such time as the share subscriptions of the company have exceeded Rs1 lac; Rs2000/ per month thereafter until the commencement of business by the company; and Rs3000/ per month thereafter until such time as the company's profit from operations permits the payment of a dividend to the shareholders, following which the compensation shall be increased to Rs5000/ per month, to continue thereafter, according to the terms of this agreement, a copy of which may be seen at the Registered Offices of the company.

A copy of the memorandum of association annexed to this prospectus forms a part of it.

Certificates of shares will be ready within two months after allotment.

Copies of this prospectus, printed in booklet form together with all pertinent information and share applications, may be obtained from the registered office of the company in Bangalore, and at the business offices to be established at other major Indian cities.

A copy of the memorandum and articles of association of the company may be inspected at the registered office and business offices during business hours.

(Memorandum and articles only prepared in draft form at this time.)

S. B. Billimoria & Co.
REGISTERED ACCOUNTANTS.
AND AT
CALCUTTA. CAWNPORE & LAHORE.
TELEPHONE No. 23038.
TELEGRAMS:- "METHODICAL"

113, ESPLANADE ROAD,

Bombay, 3rd June, 1936.

9595 2/6

Submitted for favour of Mr. Hemphill for Deming
Secretary
Revenue
MW. 8.6.

M. Venkatanarayanappa, Esqr., B.A.,
Secretary to Government Development Department;
General and Revenue Secretariat,
BANGALORE.

Recd 8/6/36
Seen by Revenue Sec
9/6/36
MW 11.6.

Dear Sir,

I have to thank you for your letter No. D.O.186 dated the 31st Ultimo.

Mr. Deming was introduced to me by my friend Mr. Hooseinbhoy Lalji and I agreed to work on the Advisory Board subject to his getting the whole of the required Capital backed by substantial financial arrangements of which he -- assured me and subject to the whole capital being underwritten by a respectable financier. So far I believe he has not been able to arrange for the requisite capital and I am surprised that among others he should have allowed my name to go forward before complying with and completing the arrangements since it was a definite understanding that my name was not to appear in any prospectus until the financial arrangements were -- completed.

I am writing to Mr. Deming not to make use of my name in connection with the promotion of the Company or at

any rate until I am assured that the Capital has been underwritten and subscriptions are promised.

Yours faithfully,

SBB/JHA.

9

STATE

DEMING

BOMBAY

PROPOSAL UNDER EXAMINATION

DEVSEC.

(10) H. Venkatasubramanyam

SECRETARY TO GOVT. DEVELOPMENT DEPT.

C. R.

10

No. 69

# INDIAN POSTS AND TELEGRAPHS DEPARTMENT.

17/45

O MI BOMBAY A 11 11

DEVELOPMENT SECRETARY MYSORE GOVERNMENT

BANGALORE

PLEASE ADVISE DECISION

DEMING

Proposal under examination

The sequence of entries at the beginning of this telegram is—class of telegram, time handed in, serial number (in the case of foreign telegrams only), office of origin, date, service instructions (if any) and number of words.

**This form must accompany any enquiry respecting this telegram.**

MGIPPAL

4

(Issued)
31/5/36

RAJ

DEMING
BOMBAY

Writing to you separately
regarding motion picture industry

DEVSEC

SECRETARY TO GOVT., DEVELOPMENT DEPT.

31st May 1936.

12

Dear Sir,

I am directed to enclose herewith for your information copy of a letter the Dewan of Mysore has received from Mr.Deming in regard to the formation of a motion picture company in Bangalore and a copy of my reply thereto.

Mr. Deming visited Bangalore some time ago but we could not then consider his scheme as he had not secured any influential support.

Yours sincerely,

Sir Shapoorjee Billimoria, Kt.,M.B.E.,
13, Cuffe Parade, Colaba,
Bombay.

Sultan M. Chinoy, Esq. J.P.
Meher Manzil, Carmichael Road,
Cumballa Hill, Bombay.

Sir Lallubhai Samaldas, Kt, CIE
65, Apollo Street, Fort, Bombay

DEWAN OF MYSORE

D.O.No 184

15 LAKE VIEW,
MYSORE.

~~30th~~ 31st May 1936.

(Issued)

Dear Mr Deming,

I am ~~in receipt of~~ directly exchange receipt of your letter dated 26th May and Dewan note that you are now in a position to put forward a complete proposition and have also secured a body of influential Directors in Bombay.

If you will kindly send the draft prospectus and a detailed note embodying the capital outlay, operation costs and the anticipated profits, Government will give every consideration to your proposal.

If the details are satisfactory, there is not likely to be any difficulty in acceding to your request, provided you have secured the co-operation of the gentlemen mentioned in your letter.

Yours sincerely,

M.V.

14

30th May 1936.

Dear Mr Deming,

I am in receipt of your letter dated 26th May and note that you are now in a position to put forward a complete proposition and have also secured a body of influential Directors in Bombay.

If you will kindly send the draft prospectus, and a detailed note embodying the capital outlay, operation costs and the anticipated profits, Government will give every consideration to your proposal.

If the details are satisfactory, there is not likely to be any difficulty in acceding to your request, provided you have secured the co-operation of the gentlemen mentioned in your letter.

Yours sincerely,

Wilford Deming Jr., Esquire,
C/o The American Express,
B o m b a y.

15

Dear Mr.Deming,

I am in receipt of your letter dated 26th May and note that you are now in a position to put forward a complete proposition and have also secured a body of influential Directors in Bombay.

If you will kindly send the draft prospectus and a detailed note embodying the capital outlay, operation costs and the anticipated profits, the Government will give every consideration to your proposal.

If the details are satisfactory, there is likely to may not be any difficulty in acceding to your request, provided you have secured the cooperation of the gentlemen mentioned in your letter.

Yours sincerely,

Wilford Deming Jr. Esquire,
C/O American Express,
Bombay.

DEWAN'S OFFICE
29 MAY 1936
No. 7386

Two drafts called as personally discussed.
Dewan
29.5.36.

29-5-36

as when may also be sent.
this talking has not.
you are writing this
in new mail. I may also
going the same above - after
one talk yesterday afternoon.
29/5

16

Dear Sir,

I enclose herewith for your information copy of a letter I have received from Mr.Deming in regard to the formation of a motion picture company in Bangalore and a copy of my reply thereto.

Mr.Deming visited Bangalore some time ago but we could not then consider his scheme as he had not ~~then~~ secured any influential support.

Yours sincerely,

MV.

1) Sir Shapoorjee Billimoria,
2) Sir Lallubhai Samaldas,
3) Mr.Sultan Chinoy.

ASSOCIATED PICTURES

Telegrams:- "DEMING"
Telephones {Studio 60179. Res. 24290.

Production Offices
[redacted]
Bombay, [redacted] C/o AMERICAN EXPRESS
BOMBAY.
Executive Producer:-
WILFORD DEMING Jr.
Associated Producer:-
CLINTON VON HERBERGER.

26 May, 1936.

Sir Mirza Ishmail
Dewan
Mysore State.

My Dear Sir Mirza:-

Since my very pleasant visit to Bangalore some time ago to discuss the subject of the motion picture company project, and my inability at that time to obtain terms satisfactory to permit me to progress with State aid as I have hoped, I have prepared the company plan until, at this time, conditions are ready for actual incorporation.

Appreciating as I do the vast mutual benefits obtainable in the event that it would be possible to bring this company to Bangalore, I am asking for a final decision by your Government.

I have arranged the backing of a most representative board including Sir Shapoorjee Billimoria, Sir Jehangir Bomab-Behram, Sir Cowasjee Dinshaw, Sir Lallubhai Samaldas, Mr. H. A. Lalljee, Mr. K. R. P. Shroff, Mr. Sultan Chinoy, Mr. Akbar Fazalbhoy, Mr. M. L. Mistry, Mr. Meyer Nissim and others. Considerable are the indications of nation wide financial support, and I feel certain that this company is destined to lead India's industry into the international field as well as dominate the domestic market.

Your Government is only requested for the following basic aid: The appointment of three directors, and the subscription for each of the executive director's investment of Rs5000/, or a total of Rs15,000/ of State aid. The investment of further State funds will be left entirely to future decisions by your Government. Other features of our association were satisfactorily discussed with your Minister on my visit.

Your immediate consideration will be appreciated, and if in the affirmative, it is requested that you wire me (DEMING BOMBAY) in this connection. Please allow me to assure you that I am offering a connection of which you will be proud. Thanking you for your courtesy, I am,

Sincerely,

WED/L

WILFORD DEMING JR.

5963

Appendix F G—1]

SUBJECT.....

.....

.....

Section 94

File No. 278-35

Serial No. 7

No. D. 9744

*Diary No. of letter replied to*.....

To

Wilfred Deming (Jr) Esq

C/o American Express

Bombay

General and Revenue Secretariat

( )

*the* *193*

Dear Mr Deming,

Date of issue 22.6.36

I am ~~desired to~~ with thanks acknowledging the receipt of the draft prospectus sent with your letter D/ 4.6.36, on the subject of ~~starting~~ the proposed scheme of starting motion pictures in this State,

Signed by Sd/- M.V

I am desired ~~and~~ to state that as the scheme has evidently not received any adequate support from business men, it is premature for this Govt yet to consider

List of enclosures.....

Copied by 9/7/36

Examined by.....

WD 03601—GPB—30,000—23-9-35

to what extent they could help its promotion and to add further that it is regretted that in any event it is not possible for Govt. to comply with your request for the payment of Rs 15,000 in advance towards preliminary expenses. Yours sincerely

17/6/36

D. O. No. 7744

GENERAL AND REVENUE SECRETARIAT,

*Dated, Bangalore, 22nd June 1936.*

Dear Mr. Deming,

In acknowledging, with thanks, the receipt of the draft prospectus sent with your letter dated 4-6-1936, on the subject of the proposed scheme of starting motion pictures in this State, I am desired to state that as the scheme has evidently not received any adequate support from business men, it is premature for this Government to consider to what extent they could help its promotion. I am to add further that it is regretted that in any event, it is not possible for Government to comply with your request for the payment of Rs.15,000 in advance towards preliminary expenses.

Yours sincerely,

Wilford Deming (Jr) Esq.,
c/o American Express,
B O M B A Y.

9 He-278-35-8

WILFORD DEMING JR.
C/o American Express.
Bombay.
18 June, 1936.

21

b201

Secretary
Development Department
Government of Mysore
Bangalore.

Dear Sir:-

Enclosed herein you will find a letter to me from Mr. Sultan Chinoy, and my answer to him. In addition, I am enclosing the ORIGINAL (which I shall ask you to return to me.) letter signed by the gentlemen mentioned as supporting. Those not included on this advisory board were originally to have been members of the executive board. Due to delays, and in one case (Fazalbhoy Lalljee, causing Lalljee's withdrawal) a personal matter concerning some legal action between the parties, certain of these gentlemen have withdrawn. However, when I am actually ready to operate, I believe I shall be able to pursuade all to return to active participation.

Please bear this fact definitely in mind. It is practically impossible to bring to support of ANY motion picture company, a representative group of men of high standing in Bombay. Each, when approached, immediately pictures an association with prostitutes, and fearing family difficulties, refuses to participate. It is certainly with considerable pride that I send you the letter signed by so many, giving their names in support. I only hope that your inquiry doesn't "drive" too many away. But you must understand that in Bombay, the industry bears such a bad name, that the above conditions are true.

Thanking you for your consideration, I am,

Sincerely,

WILFORD DEMING JR.

WILFORD DEMING JR.
C/o American Express
Bombay.
18 June, 1936.

Mr. Sultan Chinoy
Bombay Garage
P. O. Box 566
Bombay.

Dear Mr. Chinoy:-

This will acknowledge receipt of your letter of the 16th. Please be advised that your original letter and a copy of this, is being forwarded to the Mysore Government for their information.

I quite appreciate the reason for your communication, but feel that your actions in the matter are somewhat unadvised. If you will note in my letter to the Mysore Government, I stated that little if any financial support was expected from the possible directors mentioned. I must correct your impression that by the use of your name, together with those others who signed agreement to membership on the advisory board, I was seeking financial support from the Mysore Government, as I made it plain in my letter to them that I feel certain that all necessary financial arrangements, other than miscellaneous preliminary expenses, have been made.

Please allow me to point out that my purpose in obtaining the participation of yourself, and other outstanding men in Bombay, to the advisory board, was to obtain the very necessary backing to the Indian Film Industry, and my company in particular, that is so lacking at this time. And I may be frank in stating that it was with considerable pride that I presented your names to the Mysore Government, as being in support of my project. I certainly regret your attitude toward their proper inquiry in the matter.

In connection with my request for support from the Mysore Government, for your information, this was decided upon after a careful survey of local operating conditions, keeping in view the magnitude of this project in comparison to any now operating in this industry. I feel that with the support we seek from Mysore State, the company I am attempting to form will surely command this industry, and establish new levels both MORALLY and economically.

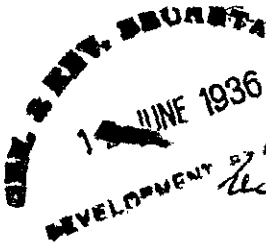
In view of this information, I shall be most appreciative if you will withdraw your request that your name be dropped from this support, and in turn, I again promise you that the company I shall form, shall, when operating, be a source of pride.

Thanking you for your courtesy in this matter, I am,

Sincerely,

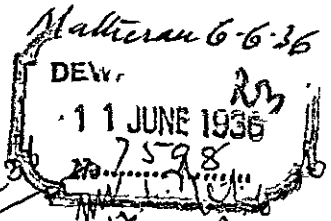
WILFORD DEMING JR.

Subsidiary




Bombay

MW. 8.6.36. 6044




Madhavan 6-6-36

Dear Mr Venkataramappa,

I have the honour to acknowledge receipt of your D.O. letter No 185 of the 31st May which being redirected from Bombay reached me here yesterday. Please convey my best thanks to Rao Sahib for having sent me copies of the Bunny's letter to him & your reply written under the Dewan Sahib's instructions.

Mr. Bunny has seen me more than once and has also kept me informed of the progress made by him re the floatation of his proposed Company. On his asking me to join the advisory Board & having shown me the signatures of the first Nine Knights mentioned by him in his letter to the Dewan Sahib, I wrote to him to say that if I am satisfied as regards my duties & responsibilities my looking at the clauses in the Article of association bearing on the subject of the creation of an advisory Board, I shall be glad to help him by allowing my name on that Board. I think I wrote to him about a month back. He has not yet shown me the clauses in the articles of association & until I see them and I feel that I shall be able to perform the duties of a member of that Board & feel that the responsibility attached to that office as far as I can bear as my old age I cannot technically be said to have agreed to join his advisory Board. It may be that my staying at a hill Station has come in his way of interviewing me, but the facts are as I have mentioned above. I may add that on enquiries made amongst a few well Citizens here, I have found that Mr Bunny is a really workable fellow man of his own line. He lacks business experience however & knows very little about Company Law. With best wishes

Yours Sincerely
Sahukar Chandu

The monsoon has burst here and I am going to Bombay tomorrow. GB.

DEWAN OF MYSORE

21

LAKE VIEW,
MYSORE.

30th May 1936.

Dear Sir ~~Shapoorjee Billimoria~~,

I enclose herewith for your information copy of a letter ~~I have~~ the Dewan received from Mr Deming in regard to the formation of a motion picture company in Bangalore and a copy of my reply thereto.

Mr Deming visited Bangalore some time ago but we could not then consider his scheme as he had not secured any influential support.

Yours sincerely,

Mirza M. Ismail

5

30th May 1936.

Dear Sir Shapoorjee Billimoria,

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Mr Deming visited Bangalore some time ago but we could not then consider his scheme as he had not secured any influential support.

Yours sincerely,

Sir Shapoorjee Billimoria, Kt., M.B.E.,
3, Cuffe Parade,
Colaba, Bombay.

Lake View, Mysore,
30th May 1936.

Dear Mr Deming,

I am in receipt of your letter dated 26th May and note that you are now in a position to put forward a complete proposition and have also secured a body of influential Directors in Bombay.

If you will kindly send the draft prospectus and a detailed note embodying the capital outlay, operation costs and the anticipated profits, Government will give every consideration to your proposal.

If the details are satisfactory, there is not likely to be any difficulty in acceding to your request, provided you have secured the co-operation of the gentlemen mentioned in your letter.

Yours sincerely,

Sd. Mirza M. Ismail

Wilford Deming Jr., Esquire,
C/o The American Express,
B O M B A Y.

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"COPY"

27

DEWAN OF MYSORE

LAKEVIEW,
MYSORE.
30th May 1936.

Dear Mr Sultan Chinoy,

I enclose herewith for your information copy of a letter I have received from Mr Deming in regard to the formation of a motion picture company in Bangalore and a copy of my reply thereto.

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Mr Deming visited Bangalore some time ago but we could not then consider his scheme as he had not secured any influential support.

Yours sincerely,

Sultan M. Chinoy, Esq., J.P.,
Meher Manzil,
Carmichael Road,
Cumballa Hill, Bombay.

22

Lake View, Mysore,

30th May 1936.

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Yours sincerely,

Sd. Mirza M. Ismail

Wilford Deming Jr., Esquire,
C/o The American Express,
B O M B A Y.

---

"COPY"

30

LAKE VIEW,
MYSORE.

30th May 1936.

Dear Sir Lallibhai Samaldas,

I enclose herewith for your information copy of a letter I have received from Mr Deming in regard to the formation of a motion picture company in Bangalore and a copy of my reply thereto.

Mr Deming visited Bangalore some time ago but we could not then consider his scheme as he had not secured any influential support.

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Mirza M. Ismail

30th May 1936.

Dear Sir Lallibhai Samaldas,

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Mr Deming visited Bangalore some time ago but we could not then consider his scheme as he had not secured any influential support.

Yours sincerely,

Sir Lallubhai Samaldas, Kt., C.I.E.,
65, Apollo Street,
Fort, Bombay.

32

Lake View, Mysore,
30th May 1936.

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Yours sincerely,

Sd. Mirza M. Ismail

Wilford Deming Jr., Esquire,
C/o The American Express,
B O M B A Y.

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"COPY"

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE

General and Revenue Secretariat

Dated, Bangalore, 1st July 1936.

No. D 28/Encls

Two encl
1) letter of th chirmy dy 16.6
2) letter dy 28.4.36 to th Deming with reg his signs of Mem chirmy

From

The *Secretary to the Government of His Highness the Maharaja of Mysore, Development Department.*

To

Wilford Deming Jr. Esq.,
care of American Express,
Bombay.

~~Sir~~

Dear Sir,

I am desired to return herewith the two letters received with your letter dated 18th June 1936.

Yours faithfully,

for Secretary to Government
Development Department.

c.n.2

Appendix F G—1]

34

SUBJECT.....

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Section 4K

File No. WS-35

Serial No. 10

*Diary No. of letter replied to*.....

No. D 26.

To

Dear Sir,

I am directed to

return herewith the two letters

D/ 16/6/36 from Mr Sultan Chinoy,

Date of issue 2/7/36

along with a letter from Mr Sultan Chinoy addressed to you signed by

Signed by Asst. to K.S.R.

Mr Sultan Chinoy dated this, received

with your letter D/ 16/6/36.

Yours faithfully

for Secretary to the Government

List of enclosures.....

To Wilfrid Deming Jr Esq

C/o American Express Co

Bombay

Copied by .....

Examined by.....

WD·03601—GPB—30,000—23-9-35